

LARKIN CLUB NEWS

VOL. 2

JANUARY. 1917

no. 1



Enough Said!

When Your Club Secretary Organizes an Extra Larkin Club

THIS month, many Larkin Club Secretaries are going to start what will be called the "Extra Club" movement. Each Secretary that joins in this movement will organize an extra Larkin Club.

Perhaps your Club Secretary will organize an extra Club. Most likely she will. And if she does, you and the other members of your Club can be of great assistance to her.

Of course you want to help your Secretary, for that is the true Larkin Club spirit. Really, a good motto for all Larkin Clubs would be "Help One Another," because that is just what all the members of the great Larkin Club organization are actually doing. The Club-members help the Secretary, the Secretary helps the Club-members, the hundreds of thousands of Club-customers help Larkin Co. to manufacture in enormous quantities, and Larkin Co., because of this large production and the Factory-to-Family Plan helps the Club-members and Secretaries to get more for their money than they can in any other way.

It is just going round in a circle to the tune of "One Good Turn Deserves Another." The proper name for it is "co-operation," but, as we have said, the real spirit of it is "Help One Another."

The New Club-Member's Order Book

HAVE you seen the new edition of the Club-Member's Order Book?

In making up this new Order Book we were guided by suggestions received from various Larkin Club-members and Secretaries. That is why we think it is a better book than previous editions.

The main improvement is a larger order slip, with twelve wide, roomy spaces in which to write the names of the Products wanted. Then, the book is a different shape; more convenient to write in. It contains a list of Larkin Products and prices.

Every Club-member should have one | your Secretary to request one for you. It's free.



of these handy Order Books to hang in a convenient place in her kitchen. Then, when she finds any of her Flavoring Extracts, Spices, Tea, Macaroni, etc. getting low, she can just write it down on one of the order slips so she will be sure to include it in her next Larkin order. The household supply of Toilet and Pharmacal Preparations, Polishes, Sewing Supplies and Laundry and Cleaning Supplies can also be kept complete by the proper use of this Order Book.

So, if you haven't a Club-Member's Order Book, ask

The Spirit of the Times

IN this hurry and bustle age of ours, people are learning more and more to think ahead. That beautiful Christmas magazine you read a short time ago with the feeling that every word of it must have been written a few days before Christmas, so full of the cheery Christmas atmosphere was it—that magazine was probably written way back in the early fall when the leaves were still green and you were still sitting on the porch. By thinking ahead though, its capable editors were able to put before

you, right in the Christmas season, what would otherwise have reached you along about Easter, had they waited until "just before Christmas" to prepare it.

And so it is with most things these days. Most of the conveniences and luxuries we possess are possible because somebody has thought ahead—has realized that we would need them months before we thought of them ourselves. Thinking ahead costs nothing, but gains much. If we ourselves would think ahead—would actually figure out at

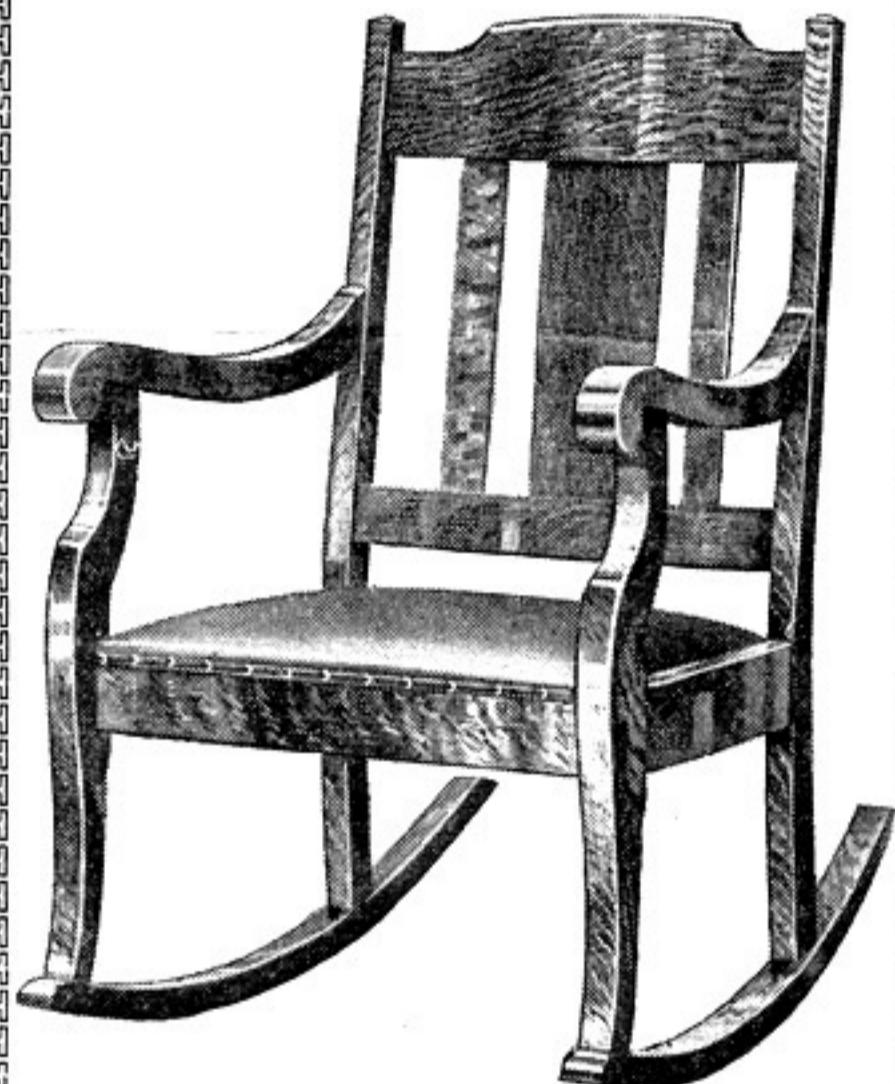
the beginning of the month just what supplies we would need to carry us through the month, and then include every one that was a Larkin Product in our order, we would gain many a Larkin Coupon that we now lose and make many a dime and nickel go farther than it does now.

While it is the man's duty to provide as well as he can for his family, it is the woman's duty to see that the money he provides is spent to best advantage—that every penny is made to count.

Thinking ahead is one of the easiest ways to do this. Think ahead when you make up your next Larkin order, and instead of enjoying only \$1 worth of economy, enjoy \$2, \$3 or \$4 worth of it!

One of our New Favorites

HERE is a comparatively new Premium that has bounded into tremendous popularity. Thousands of Larkin Club-members have ordered it, and when so many center their



choice on one Premium it is an excellent indication that that Premium has extraordinary merit. It would make a handsome addition to any home and the chances are you may want one yourself.

Rocker No. 7340

GIVEN with an \$8 purchase of Products or for \$8 in Coupons.

This attractive, comfortable Rocker, owing to its staunch construction and shapely lines, has proven very popular with our customers. The gracefully turned arms and front posts give it a very neat appearance.

Choice of Quartered Oak, Golden-Oak finish; or Red Gum, imitation-Mahogany finish; polished. The padded seat is covered with a good quality of Black imitation Leather, and is 19 in. wide, 17 in. deep. Back is 23 in. high from seat. Shipped knocked down.

Larkin Club News

PUBLISHED MONTHLY BY LARKIN CO.

Larkin Co.

ESTABLISHED, 1875

FACTORY TO FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS,
IMPORTERS, FOOD SPECIALISTS

OFFICERS AND DIRECTORS

JOHN D. LARKIN,
PRESIDENT AND TREASURER

CHAS. H. LARKIN, WM. R. HEATH, D. D. MARTIN,
VICE PRES'T VICE PRES'T SECRETARY
HARRY H. LARKIN, JOHN D. LARKIN, JR.
ASS'T. TREAS. ASS'T. TREAS.

Factories and General Offices,
Buffalo, N. Y.

CHICAGO, ILL., HEADQUARTERS: For Ariz.,
Calif., Idaho, Minn., Mont., Nev., N. and
S. Dak., Ore., Utah, Wash.,
Wis., and part of Ill.

PEORIA, ILL., HEADQUARTERS: For Ark., Col.,
Iowa, Kans., La., Mo., Neb., N. Mex., Okla.,
Tex., Wyo., and part of Ill.

LOCAL SHOWROOMS:

PHILADELPHIA, PA., 22nd and Arch Streets
BUFFALO, Seneca and Van Rensselaer Streets
CHICAGO, ILL., 3617-29 So. Ashland Avenue

"A Happy New Year"

In the space above are printed the names of the officers and directors of Larkin Co.

If you have not read these names before, we wish that you would read them now with the assurance that each of these officers heartily wishes you and yours a happy and joyful New Year.

And in these good wishes thousands of Larkin employees earnestly join.

There has been much to be thankful for in 1916. May there be still more in 1917, and of these good things may you have your full share.

Who Should Get the Rewards in a Larkin Club?

As this is a question we are sometimes asked, we believe an answer to it here will interest Club-members. Larkin Co. offers anyone who will organize a Club-of-Ten or a Club-of-Sixteen and combine and send the orders to us each month or oftener, a Reward for the Sales Service thus performed.

This is her due, not only for her trouble and time in combining and sending the orders but because she had the foresight and energy to get the Club together in the first place. We believe that she is just as much entitled to this payment as are bread-winners, for example, entitled to payment for the work they do.

If the Secretary chooses not to keep her Rewards, that, of course, is a matter over which we have no control; just as one's employers could not object to his giving away his salary the minute he received it. They might prefer that he

take it home to his family, but if he didn't—why they really could not interfere.

One point, however, that is very important in this connection is this: that the chief work in running a Club, as in anything else, is starting it. It is the first step which requires pluck and determination—all the rest is very easy. If she who starts the Club does not continue to keep her Rewards throughout the entire series of orders, she is not getting the full pay it was intended she should get, for starting the Club. No single Reward can pay her for this—it takes the whole series of Rewards.

Hence if a Club-member should go to a Secretary and say: "Give me the Reward this time. I will make up the order and send it off," the Club-member would be asking for more pay than she was entitled to, because a small part of that Reward suffices to repay the Secretary for the little work of sending the order—the rest of it is her pay for her more important effort in starting the Club.

Such is the unerring American spirit of fair play that no one who realizes this would want a Secretary to give up what is rightfully hers. However generous and kind-hearted the Secretary might be, no Club-member would knowingly impose upon her good-nature—no one would want pay that another had already earned.

Improved Her Complexion

"I wish to write you a word of praise for what your Sulphur Soap has done for me. I have been troubled for years with tetter on my face and blackheads, I could get nothing to do me any good, un-



PER BOX OF THREE CAKES 25c.
INCLUDING PREMIUM-VALUE

til I tried your Sulphur Soap and in about three weeks' time it has cured my tetter, removed all blackheads and left my skin as soft and smooth as a baby's—hence this order for so much Sulphur Soap.

My complexion is much better and I feel I owe it all to Sulphur Soap. Use this as you see fit and may it do for others what it has done for me. I use it as a Toilet Soap."

MRS. J. A. FORBES, Covington, Va.

Cleansing the Teeth

The best time to clean the teeth is after each meal, but their cleansing should never be omitted before retiring. Use Larkin Dental Floss or Larkin Tooth-picks to dislodge particles between the

Winter Friends

EVERY day in the year Larkin Derma Balm and Witch Hazel Cream are welcome friends in thousands of homes.

But when the wintry winds blow and tender skins begin to chap and roughen, then indeed are these two Larkin Products friends worth while.

Have you these two trusty friends in your home? If not, now is the time to get them. Add them to your next order.

Witch Hazel Cream

Per
4-oz. jar, 25c

Including
Premium-value

This excellent toilet preparation is immensely popular with Larkin customers. It is so delightfully creamy and has such a clean, pleasing perfume that it is a real pleasure to use it.

It is soothing and healing to chapped and roughened skin and is especially recommended for use before exposure to wind and cold. Just rub it on the face and hands before going out. It is quickly absorbed and does not leave the skin greasy, so that gloves may be worn immediately after applying.

Mrs. A. Seeley of Syracuse, N. Y. says: "I have used your Witch Hazel Cream for seven years and like it better than any other."

You'll like it too. Just try it and see.

Derma Balm

Per
3-oz. bottle, 25c

Including Premium-value

Thousands of women praise this splendid toilet preparation. Not only is it cooling and soothing to chapped and roughened skin, but it is a most grateful application for use on the hands after dish washing, laundry work, housecleaning, etc.

It is free from greasiness, is quickly absorbed and imparts a velvety softness to the skin. You'll be pleased too, with its delicate rose perfume.

Keep a bottle always handy.

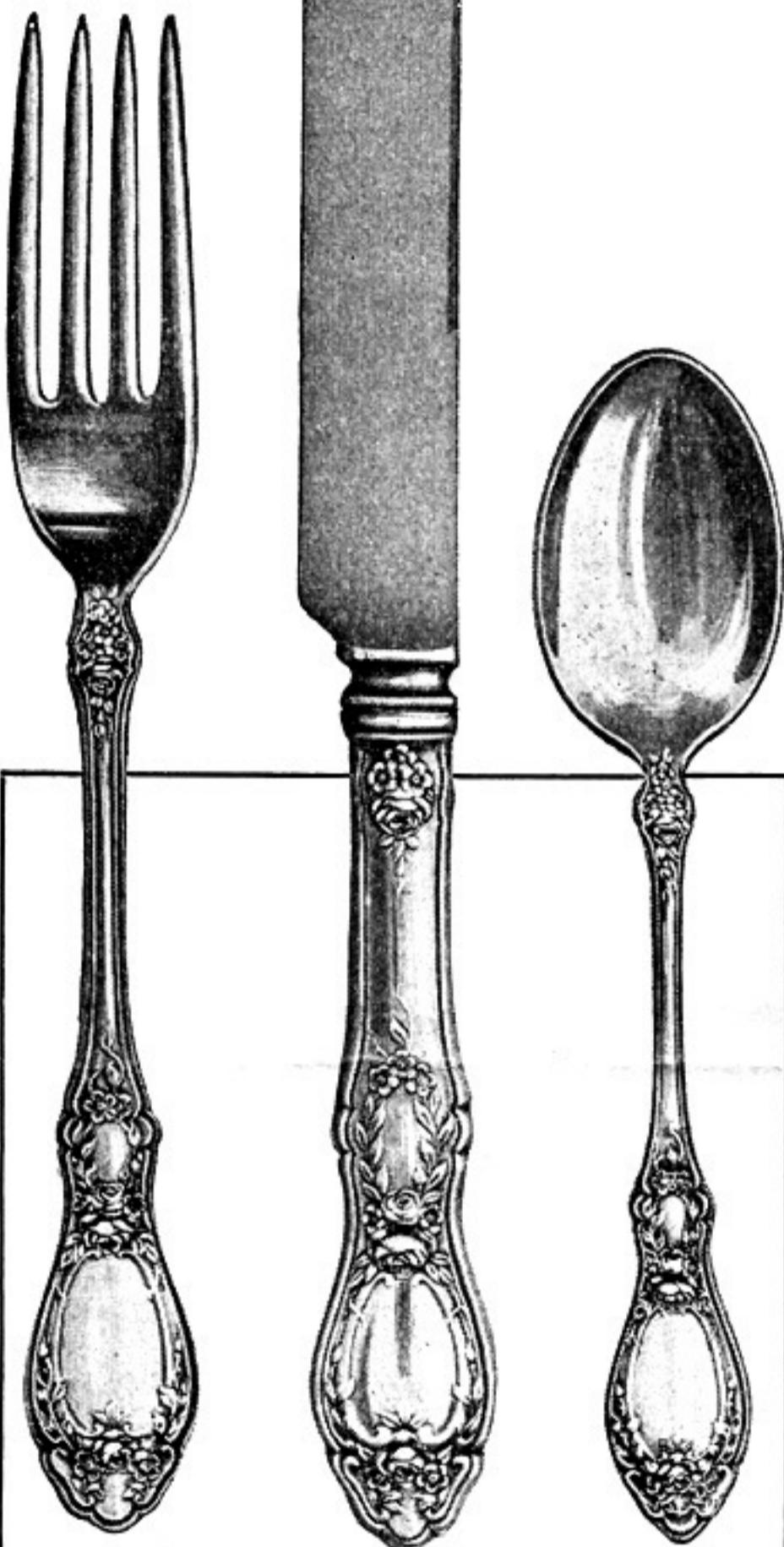
Both of these Larkin Products are splendid after-shaving applications; so the men-folks, too, will be glad to have them in the home.



teeth; then wash with Larkin Liquid Dentifrice, Larkin Tooth Powder or one of the Larkin Tooth Pastes. Brush up and down and not across the teeth, and clean both the inner and outer surfaces. The Larkin Tooth Brushes are splendid quality and all of the Larkin Dentifrices are antiseptic, purifying and cleansing.

New
Pattern
of

"1847"
Rogers



**Beautiful New
Tableware**

YOU can now get the graceful Sharon pattern in "1847" Rogers Bros. Tableware as Larkin Premiums. Knives are steel, with hollow handles of nickel-silver, plated 16 dwt. pure silver to the dozen. Forks and Spoons are best nickel-silver, XS triple-plated with pure silver. All are in the rich French-Gray finish and are stamped "1847" Rogers Bros.

No. 54020 MEDIUM FORKS. (Spoon-handle style.) Six GIVEN with a \$4 purchase of Products or for \$4 in Coupons. Length, 7½ in.

No. C050 HOLLOW-HANDLE KNIVES. Six GIVEN with a \$10 purchase of Products or for \$10 in Coupons. Length, 10 in.

No. A014 TEASPOONS. Six GIVEN with a \$2.80 purchase of Products or for \$2.80 in Coupons. Length, 5¾ in.

Smash!

Smash goes the vase. Baby is on the rampage again. He looks at the pieces on the floor, picks up one and tries to cut his finger. A pretty porcelain bowl on the shelf under the table catches his eye. Wouldn't that make a crash! He forgets the broken vase on the floor and starts for the table. Hobbety-hobblety—he's almost there. My what fun! Won't those big giants who move around on legs and bother and kiss him be surprised. He—but how can one puzzle out what it is that a baby thinks or just why it is he picks out all the expensive things to break and overlooks the ones that don't cost much.

Babies are peculiar little creatures and about the only way to keep them out of mischief is to keep them busy in harmless ways. Show us the baby, for example, who wouldn't be as happy as the day is long if he had Baby-Tender and Walking-Chair No. 1617A to travel around in.

And out of mischief, too! For baby can't get close enough to the family bric-a-brac to get his dimpled hands on it—the big, round ring that stands out like a hoop-skirt around the chair, prevents. That's one on baby, but he'll take it good-naturedly and have lots more respect for mother's sagacity than you'd believe.

Sometime you will be sitting there sewing and suddenly look up and see baby staring at you intently from his walking-chair. He's thinking how smart you were to get it for him and how nice it is to have all temptation to smash things so effectively removed from his reach. Then he will smile up at you as only a baby can, to show you what a dandy tip-top sort of a thing he thinks it is. You just get it and see!

To Clean the Food-Chopper

After a food-chopper has been used for some time, the knives will be found to have become dull both in color and in cutting power. When this happens, it is not to be supposed that the chopper has outlived its usefulness. By taking a piece of Honor Bright Scouring Soap and passing it through the chopper, grinding it up just as you would an article of food, the knives will become bright and sharp, and the powdered soap may be used again.

Attractive Dishes

A dash of coloring now and then adds greatly to the attractiveness of a dessert.

Many pleasing color combinations can be made by using Larkin Culinary Paste Colors.

Have you tried them?

Some Boraxine!

"Please send me by freight, 200 packages Boraxine Soap Powder. I find this is the best Powder that I can get for washing. I do a great deal of washing and have tried all kinds that are kept in this town, but find Boraxine the best."

MRS. MARY R. DELAP, Gettysburg, Pa.

Have you plenty of Boraxine on hand?

Of course, you may not need two-hundred packages, but most every house-keeper needs at least four or five each month.

Add some extra packages to your next order.



BORAXINE

**Scrubs Floors,
Linoleums and Oilcloths**

Makes them clean and fresh.

Just add Boraxine to the water when you are scrubbing. It makes the suds that does the work.

**10c per 1-lb.
package**
Including Premium-value

Order plenty of it.

It pays to have a supply on hand.



BORAXINE DOES THE WORK



MARTHA MANNING'S OWN PAGE

Larkin Flavoring Extracts

VANILLA, we will all agree, is "The King" of flavoring extracts, and when we find a Vanilla Extract with such high concentration and rich flavor as Larkin Vanilla Flavoring Extract, we are apt to forget that Larkin Co. offers other extracts of high quality which will lend variety to our food.

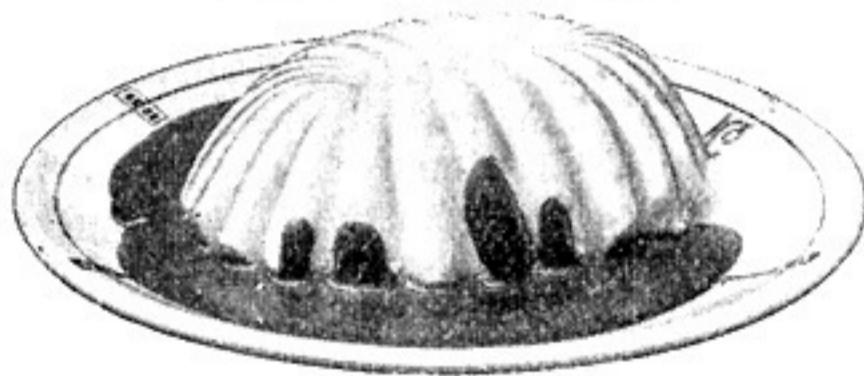
Almond, Lemon and Orange Extracts are very desirable for use in cooking and you will find they bring out other flavors more distinctly. For instance, the flavor of apples is accentuated and made more delightful by combination with Lemon Flavoring Extract.

Then, too, Onion and Celery Extracts are very useful to have on hand because they will keep indefinitely, and add to the palatableness of sauces, soups and meats.

As the concentration of all Larkin Flavoring Extracts is high, a smaller quantity is needed than of other extracts, thus making them very economical to use.

After you have tried the following recipes you will be convinced that flavoring extracts can take a large part in varying desserts for this winter.

Vanilla Sponge



Six tablespoons Corn Starch
Four tablespoons Sugar
One-eighth teaspoon Salt
Two cups Milk
One-half teaspoon Vanilla
Two Egg-whites

Scald two cups milk. Mix dry ingredients and add one-half cup milk. Add to hot milk and cook in double-boiler twenty minutes. Add beaten whites, mold and serve with chocolate sauce.

Chocolate Sauce

One square Unsweetened Chocolate
Three-fourths tablespoon Corn Starch
One-half cup Sugar
One tablespoon Water
One cup Milk
Two Egg-yolks
One-half teaspoon Vanilla

Mix sugar, grated chocolate and boiling water. Add scalded milk. Mix corn starch with beaten egg-yolks and add to scalded milk. Cook ten minutes. Cool slightly and pour over pudding.

Royal Pudding



Whip one cup cream until stiff. Add yolks two eggs, three tablespoons sugar, one-fourth teaspoon salt, beaten whites of two eggs, 1 teaspoon Orange Extract. Slice one-half can apricots. Butter a mold and sprinkle with bread-crumbs. Alternate layers of apricots. Cream mixture and bread-crumbs using one-half cup bread-crumbs. Have top layer of bread-crumbs and dot with butter. Bake thirty minutes in a moderate oven and serve with sweetened whipped cream.

Apple Pudding

Brush eight slices of bread with melted butter and cut in narrow strips. Line a buttered mold with strips. Pare and slice six apples. Add one cup sugar, one tablespoon butter, one-fourth cup chopped almonds and one teaspoon Larkin Lemon Extract. Turn into the mold, cover with strips of buttered bread and bake in a moderate oven thirty minutes. Serve with cream or a lemon sauce.

Fruit Charlotte

Butter a baking-dish. Combine two cups bread-crumbs with one-half cup sugar, one-fourth cup chopped suet and a few gratings nutmeg. Put one-half mixture in baking-dish. Add two cups stewed fruit as apricots or peaches and cover with remaining mixture. Dot with two tablespoons butter and grate a little nutmeg over top. Bake in moderate oven forty-five minutes. Serve with fruit juice or cream. Add one teaspoon Lemon Extract to fruit juice or one teaspoon Vanilla to cream.

Pineapple Tapioca Cream

Dice enough canned pineapple to make two cups. Add one-fourth cup pineapple juice and scald in double-boiler. Add one-fourth cup Small Pearl Tapioca which has been soaked over night in water to cover and drained. Add one-fourth teaspoon salt and cook thirty minutes. Stir in one-fourth cup sugar, one teaspoon Larkin Lemon Extract and beaten whites of two eggs. Serve cold in sherbet glasses topped with sweetened whipped cream.

Why Not?

Wouldn't that cocoanut cake on the front cover look good on your table?

Better add a package of Larkin Shredded Cocoanut to your order.



It's the Flavor that Counts

AND when you use Larkin Flavoring Extracts you can depend upon getting the right flavor; that richness of flavor so lacking in many extracts.

If you have not used Larkin Flavoring Extracts, be sure to try them now. Add two or three flavors to your next order and try some of the recipes on this page.

Larkin Flavoring Extracts

ALMOND ONION
MAPLE-IT

Per
2-oz. bottle, 20c

VANILLA LEMON
ORANGE

Per
2-oz. bottle, 25c

Per
8-oz. bottle, 90c

Essence of
WINTERGREEN

Essence of
PEPPERMINT

Essence of
GINGER

Per
2-oz. bottle, 25c



Prices Include Premium-Value

There is double economy in using Larkin Flavoring Extracts. First, because you get Premiums with your purchases; second, because the desired flavor can be obtained by the use of a much less quantity than of ordinary extracts.

Mrs. B. M. Fravel, Washington, D. C. says, "Your Vanilla and Orange Extracts are the best I have ever used." Miss Trena Krumbholz, Versailles, Conn. says, "Larkin Extracts have no equal."

Why not prove this for your own satisfaction by adding some of these Flavoring Extracts to your next order?

"Mother, May I Borrow Your Larkin Cold Cream?"



HEN you were a little girl did you read "Alice in Wonderland" and "Through the Looking Glass"? If you did, you surely remember that famous verse beginning: "The time has come," the Walrus said, "to speak of many things."

In the Larkin Club News, as you know, we have been running a series of articles about the various Larkin Products. We have "spoken of many things"; our Muslin Underwear, Perfumes and Toilet Waters, Toilet Soaps, Spices and Peanut Butter.

And now, with the winter well upon us, surely "the time has come to speak about" a Larkin Product that thousands of Larkin Customers regard as absolutely indispensable—Larkin Cold Cream.

The immense popularity of this excellent Larkin Product is due to its delightful creaminess, its fragrant perfume, its softening and beautifying properties and its soothing and healing effect.

It is a favorite with the women, for their own use and for baby's. It is popular with the men who use it for cuts, sores, burns, chilblains, frost-bites, chapped hands, after shaving, etc. And the girls, who are beginning to realize the importance of caring for their complexion often ask, "Mother, may I borrow your Larkin Cold Cream?" Many girls, we dare say, borrow it without the formality of asking Mother.

And so, thousands and thousands use Larkin Cold Cream, possibly without ever thinking how it is made, but simply being satisfied with the knowledge that it is *good*.

If you should visit the great Larkin Factories and see just how Larkin Cold Cream is made, you would be still more strongly convinced that it is *good*, for only the best of materials are used in making it.

The combining of these materials in large mechanical mixers is quite an interesting process, but probably no sight in the Larkin Factories is more interesting to the visitor than the filling of the Cold Cream jars and tubes. The illustration on this page will give some idea of how this is done.

The huge container, which holds hundreds of pounds of creamy, fragrant Cold Cream, pours its contents into the jars through a narrow tube which automatically regulates the quantity so that each jar gets exactly its full amount. The jars are arranged on a large turn-table which the operator may revolve, thus bringing the empty jars constantly within easy reach so that they can be filled with great rapidity.

On your trip through the Larkin Factories, if you have stopped for a while and watched the steady operation of filling these jars, and have realized that this goes on day after day, your wonderment grows.

"Where do they all go?" you ask the guide.

"Let me ask *you* a question," he replies. "Do *you* use Larkin Cold Cream?"

"I wouldn't be without it," you respond.

"That's just the way *hundreds of thousands* of women feel about Larkin Cold Cream," is the answer. "And that is why we are kept so busy filling jars with this delightful toilet preparation."

Meanwhile the group of women who are accompanying the guide (and you) through the Larkin Factories have listened with interest to your conversation. They do not long remain silent, however.

"I wouldn't go through a winter without it," says one. "I use it for chapped hands. Somehow it seems, with my housework, my hands are most always in water, and then I run out-doors so often. So I put Larkin Cold Cream on at night, and slip on an old pair of soft gloves."

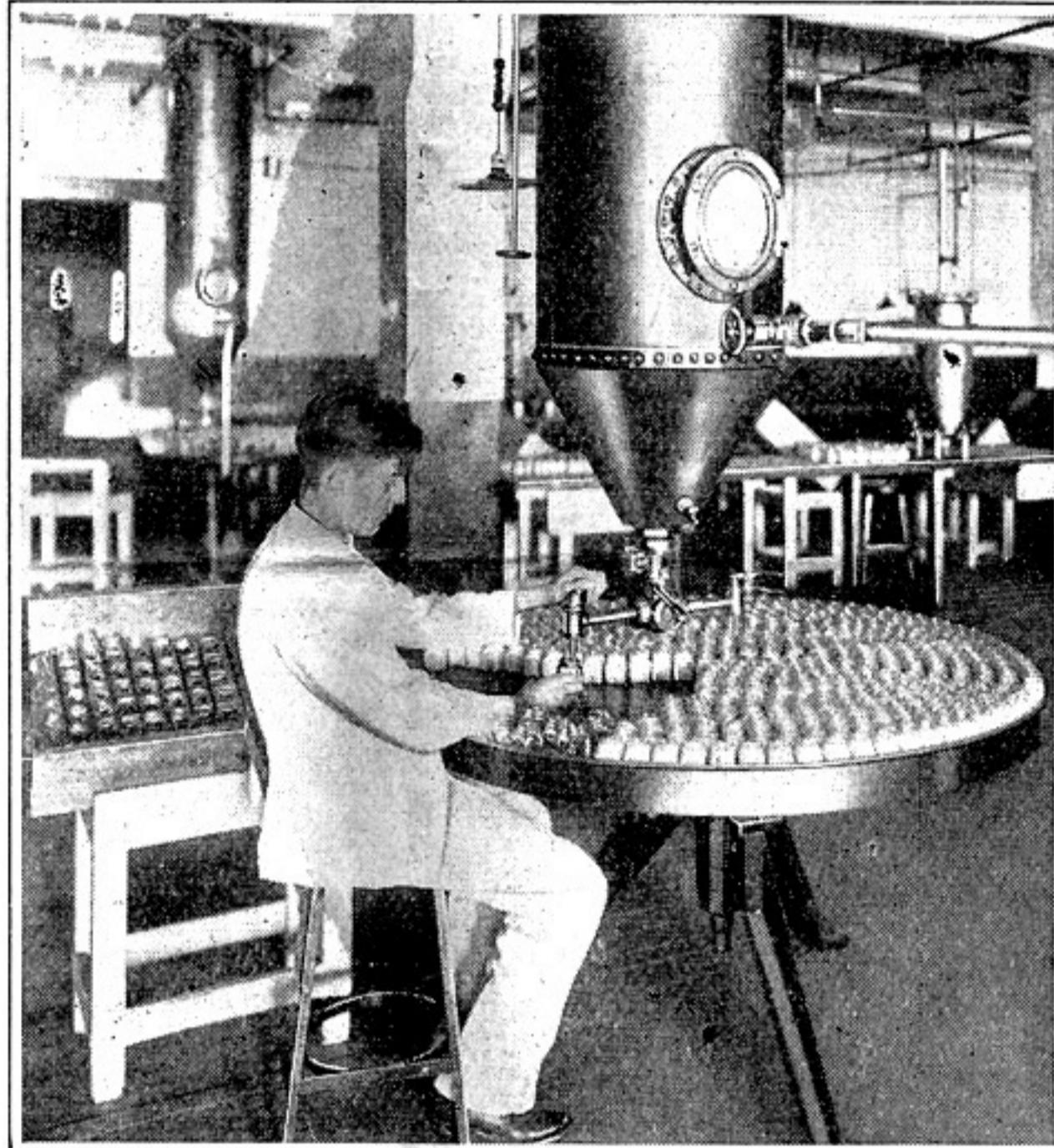
"It isn't my hands," exclaims a rosy-cheeked school teacher. "I'm out in the wind so much. My lips get so *chapped*." This provokes a smile all around. And a gentle old grandmother in the group remarks quietly, "You shouldn't be so tantalizingly good-looking, my dear." At this the little school teacher blushes furiously; but she adds courageously, "Well you know what I mean!"

"Yes, I do my dear," replies the grandmother, "and I'll just add my mite by saying that when my husband's ears were frost-bitten last winter we were mighty glad that we had Larkin Cold Cream in the house."

"I'm last but not least," chimes in a young mother, "I prefer it, for my baby's comfort, to any I have ever used. It's so pure and sweet. Just see how creamy it is and you will appreciate why it's so nice for a tiny baby's skin."

As the group proceeds to the next point of interest on the Factory Trip, the conversation about the merits of Larkin Cold Cream becomes highly enthusiastic.

And now, that we are right in the midst of winter with its cold winds, followed later by the biting blasts of March, is it not a good time for you to write down on your Larkin order at least one jar of Cold Cream? It will be in demand by every member of the family when night comes around. It's so nice to use on retiring. Then, when you awake in the morning, its work is done.



FILLING LARKIN COLD-CREAM JARS

A Door-Mat That Talks

What a prosaic article is the door-mat, yet how essential to the well-being of the home. If it were not for the door-mat, many a carpet and rug that is now kept so scrupulously clean would have all sorts of dirt tracked across it by little feet—yes, and big feet too. In winter-time, snow-crusted shoes, instead of having the snow scuffed off them before entering the house, would march right in and become the centers of little puddles of melted snow-water on your spotless hearths or polished floors.

An efficient, business-like mat at the door is more than a means of cleaning up before entering—it is a pointed suggestion to everyone who enters that they *ought* to clean up, that they are going into a house where cleanliness is regarded as highly important; and so they are induced to give attention to their feet. The wholesome thought even surges through their systems and unconsciously they think they'd better leave their dripping umbrellas outside too and shake the snow or rain off their coats before entering.

So thus we have one little door-mat politely telling all our callers what we wouldn't dare or want to tell them ourselves, and it is a very considerate lot of people who finally march through our doors to stand on our clean carpets and our polished floors.

Of all door-mats, the one that is most eloquent, which says "get busy and clean up" most insistently, is Rubber Door-Mat No. N310. There's no fooling about No. N310—he's there for business. He cleans up muddy or snowy shoes in great style, and has the important advantage of being easily cleanable himself, thus making him a very sanitary and presentable help-mate to have around. Next time your Club sends an order get the Secretary to order this effective "clean-them-up" reminder for you.

An Ounce of Prevention

There is an old saying, "An ounce of prevention is worth a pound of cure." This is true in many instances; especially in the case of rust.

Once rust has gained a foothold it is rather hard to remove, although it may have been easy to prevent it with Larkin Oilit.

Oilit not only lubricates, cleans and polishes but it prevents rust. In this case it is "five ounces of prevention," because you get a 5-oz. can for 25c. Try it.

Appreciates Larkin Dealing

I have been in from one to four Larkin Clubs for five years and you have no customer that is more appreciative or can say more than I can for Larkin Products and Premiums.

MRS. OSCAR BENNETT, Madisonville, Ky.

The Kind That Is Advertised Everywhere

IN every magazine you look at these days and in every store you visit, you see featured the popular new Congoleum floor-coverings.

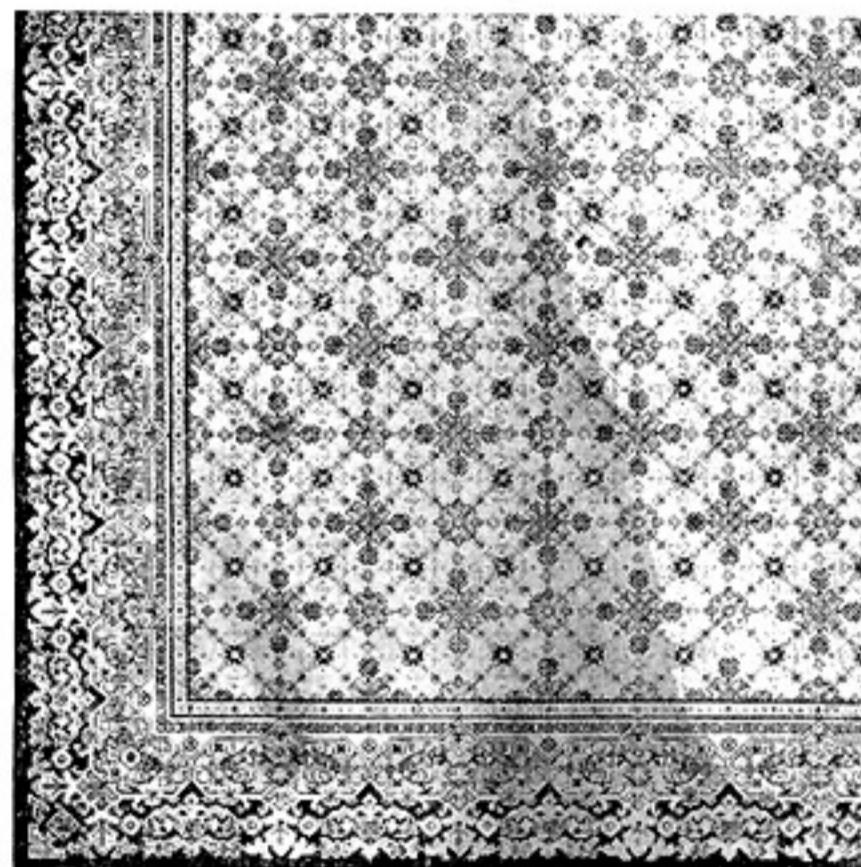
The extremely sanitary character of this water-proof fabric and the attractive designs in which it can be obtained, combine to make it a general favorite with everyone. And to think that you can get it without cost—as a Larkin Premium!

Congoleum Rug No. 104

Here is one of the most serviceable and attractive floor-coverings for bedrooms or kitchens that was ever offered. Its hard, firm surface is waterproof, sanitary and easily cleaned. It will lie flat on the floor and is very durable. An all-over pattern in small figures of Green, Rose and Black on a Tan background. The artistic design and colors in which this Rug is printed make it very popular.

SIZE, 6 x 9 ft. One GIVEN with a \$6 purchase of Products or for \$6 in Coupons.

SIZE, 54 x 54 in. One GIVEN with a \$2 purchase of Products or for \$2 in Coupons.



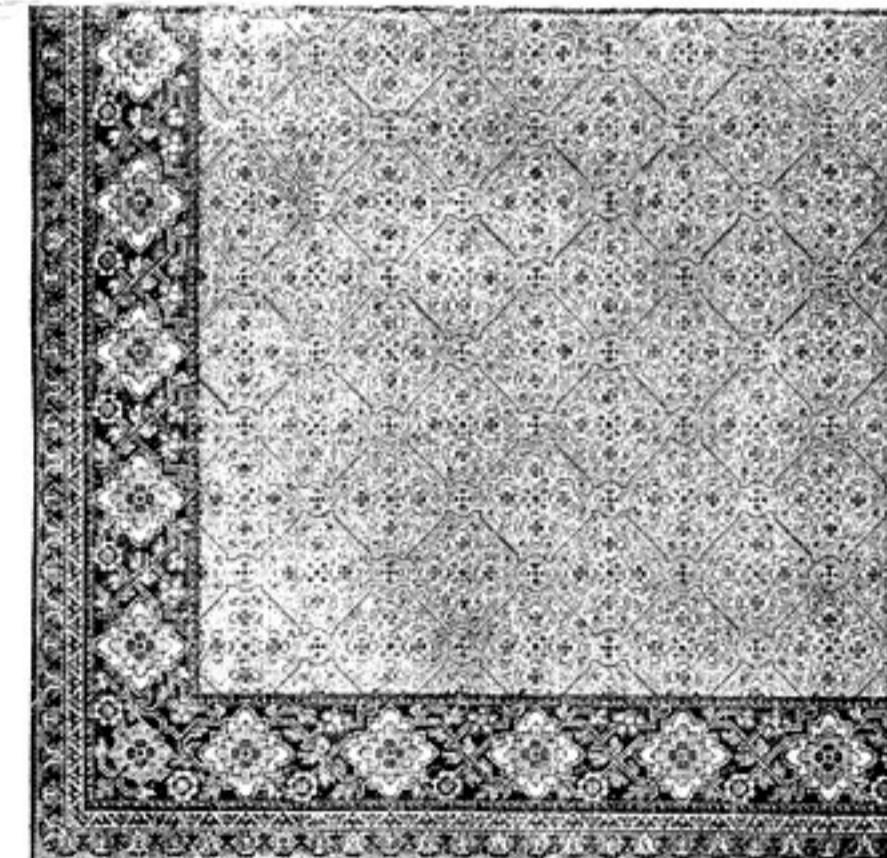
No. 104

Congoleum Rug No. 302

SIZE, 9 x 12 ft. One GIVEN with a \$15 purchase of Products or for \$15 in Coupons.

A durable and pleasing Congoleum Rug in an attractive all-over design of small figures in Green, Brown, Ivory and Black on a background of Tan which is the predominating color. This Rug is waterproof, sanitary and easily cleaned. Suitable for bedrooms and kitchen.

*One customer in Armstrong, Mo. writes:
"I am sure proud of my Congoleum. It is just fine."*



No. 302

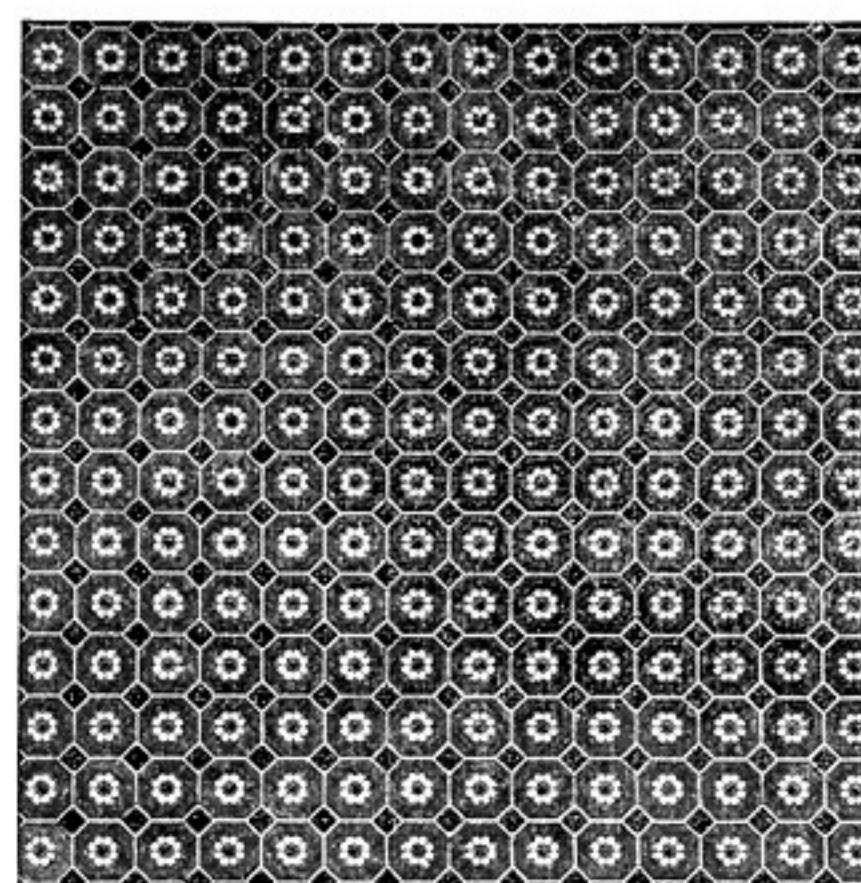
Congoleum Floor-Covering

WIDTH, 2 YARDS. One running yard GIVEN with a \$1.52 purchase of Products or for \$1.52 in Coupons.

A tough, durable fabric equal in wearing-qualities to printed linoleum. It is waterproof, easily cleaned and a very desirable floor-covering. Two very pleasing designs to choose from.

No. 545 Illustrated. A neat all-over design in an attractive combination of Dark-Red, Tan and Ivory on a Medium-Brown background. Excellent for kitchen as it will not soil easily.

No. 524. Made in a pleasing block-design in a two-toned Brown and Light-Tan, outlined with Black.



No. 545

If I Were a Larkin Club-Member

If I Were a Larkin Club-member—

I would get a couple of the warm Chenille Rugs given as Larkin Premiums and put them in front of my Dresser or beside my Bed or any other place in my room where the carpet receives more than the usual amount of wear. Not only will they save the carpet, but they will add a very pleasing decorative touch to the room.

If I Were a Larkin Club-member—

I would enjoy the luxury this winter of that exceedingly popular Product, Dernia Balm. It soothes and allays the disagreeable roughness and redness of the skin that occur so frequently at this season. It has a most delightful scent too, that you are sure to like.

If I Were a Larkin Club-member—

I would get little Miss Topsy Touzle a pair of Three-Buckle Arctics this winter so she can scamper around in the snow all she wants. There wouldn't be any use of having snow at all, if the



children couldn't play in it, and these fleece-lined, wear-resisting Arctics make it possible for them to play in it to their heart's content.

If I Were a Larkin Club-member—

I wouldn't be dismayed because the butcher, the baker, the candlestick-maker have all raised their prices, but would get still more of my supplies from Larkin Co. whose offers always represent the greatest value obtainable anywhere. Wherever the times in which we are living have necessitated an increase in a Larkin price, you can rest assured that that increase is the smallest it was possible to make, and that others have increased the price on that article also—some of them two or three times more than Larkin Co.

If I Were a Larkin Club-member—

I would own the quaint little Sugar and Cream Set No. 191010 which is given with a \$2 purchase of Products. These dainty bits of China are hand-painted in a border-and-spray design of berries and leaves in delicate tints of blue, green and red, traced in gold. Altogether it makes a most charming set to



put before a guest or an invalid and will prove a constant source of pleasure to you.

If I Were a Larkin Club-member—

I would be a liberal user of Sachet Powders, tucking them away among the contents of chest-drawers, or with handkerchiefs, gloves, ribbons and stationery. They impart a dainty and enduring scent to one's possessions which is delightful and refreshing.

A Dialogue

Group of young men on street corner.

"What's become of Joe Graves anyhow? He's never with the crowd any more."

"Haven't you heard the news? His folks have a new Talking-Machine and Joe is so busy entertaining the family with it every evening that he has forgotten the rest of the fellows."

"Suppose it's one of those machines that cost a couple hundred dollars and you never get through paying for it."

"Guess again!"

"Give it up!"

"His mother belongs to the Larkin Club and she found out that she could get through Larkin Co. a dandy Talking-Machine that played all the best records. Joe says it didn't cost them a cent. All they had to do was buy \$20 worth of Larkin goods and the Talking-Machine was theirs!"

"Guess I'll get my mother to join a Larkin Club. I would rather be home listening to a good Talking-Machine with a lot of up-to-date records than trying to pass the evenings the way we fellows do."

A Wise Club-Member

"The biggest mistake I made last year," Said Mrs. Johnathan Dorr,
"Was 'forgetting' to buy through my Larkin Club

And having to send to the store.
That there's no use 'crying over spilt milk'

I know is mighty true
But I like pretty things to show for my money,
Besides paid bills—don't you?

"So I have made a resolution,
To start the New Year right
By making out my order
While there's lots of time in sight,
To write down everything I'll need
For several weeks ahead!
No more store receipts for me—
I'll have Premiums instead!"

A New Year's Resolution

Resolved—That I will ask my Club Secretary to request the LARKIN CLUB NEWS for me every month during 1917, because it will contain so many interesting and helpful articles that I do not want to miss even one number.



Everybody Needs One

NOW that Raincoats are made so smartly that they can be worn in pleasant weather and wet weather both, they are just twice as useful as the old-time "waterproof." Here are two especially serviceable Coats that will suit you and your daughter exactly. Both are given as Larkin Premiums and are mailed to you postpaid, insuring quick delivery.

Women's Slip-on Raincoat No. T2250

GIVEN with a \$10 purchase of Products or for \$10 in Coupons.

Made of double-texture Tan Cotton Cashmere in smart, single-breasted style. Has two pockets, convertible collar, wind-tabs on sleeves and ventilation eyelets under arms. Coat has vent in side for holding skirt. Sizes: 34- to 44-in. bust-measure. Length, about 54 in.

Girls' Raincoat with Hood No. 2030

GIVEN with a \$6 purchase of Products or for \$6 in Coupons.

Made of light-weight mercerized Tan Poplin, rubber-lined. Detachable hood is of self-material with plaid silk, gathered on an elastic band. Ages: 4, 6, 8, 10, 12 and 14 years. Lengths: 29, 32, 36, 39, 42 and 44 in.

